INDS 232C : Business of Design

Moving a great idea into a sustainable reality requires a fundamental understanding of business. Successful designers understand that business principles overlap, complement, and enhance design principles. Through a variety of exercises students will learn how to approach a variety of real-world scenarios, understand company expectations, and anticipate employer concerns that will help them transition into an entry-level career opportunity. At the end of the course, students will have a started a portfolio and will understand basic professional practices including interviewing for jobs, pitching ideas, networking, freelancing, licensing, and contracts. Students will also understand basic business vocabulary and the way design thinking skills can be used to identify and execute.

Credits 3
Lab/Practicum/Clinical Hours 0
Lecture Hours 3
Learning Outcomes

- Understand employer expectations and the interviewing process.
- Understand how the government plays a role in your professional life through IP, taxes, and regulatory.
- Understand the different types of design offices and their basic functionality.
- Develop a resume, portfolio structure, contact list and cover letter.